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**IN THE  
UNITED STATES  
PATENT AND TRADEMARK OFFICE**

**IN RE APPLICATION OF:** Johnske et al.

**CASE:** 57690.010054

**REQUEST FOR CLARIFICATION**

**SERIAL NO.:** 09/609,662

**FILED ON:** 30 June 2000

**FOR:** POINT OF PURCHASE DISPLAY

**ATTENTION OF:**  
Art Unit 2674  
**EXAMINER:**  
Ali A. Zamani

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**AUG 18 2003**

**Technology Center 2600**

COMMISSIONER OF PATENTS  
P.O. BOX 1450  
ALEXANDRIA, VA 22313-1450

Dear Sir:

If any charges or fees must be paid in connection with the following communication, they may be paid out of our Deposit Account No. 502428.

This is in response to the Office Action, mailed June 23, 2003. Applicant respectfully requests clarification of certain of the statements made in the office action and, pending such clarification, Applicant respectfully requests that the period for response be reset to begin from the date of mailing of the response to Applicant's present Request for Clarification. At present, the application contains independent claim 1, dependent claims 2-21 (all of which are dependent directly or otherwise from independent claim 1) and independent claim 22.

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The Examiner has indicated that claims 1-11 are allowed. However, the Examiner has indicated that claims 12-13 and 16-21 "are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form, including all the limitations of the base claim and any intervening claims." Applicant fails to understand how this objection can exist as all the aforementioned claims are dependent upon an allowed base claim and, accordingly, should therefore be in an allowed status themselves at this point. Accordingly, clarification is requested.

The Examiner has additionally rejected dependent claims 14, 15 and 22 as being rejected under 35 U.S.C. 103(a) as being unpatentable over Brozake, Jr., US 6,068,139 in view of Ragsdale, US 5,826,732. Again, inasmuch as dependent claims 14-15 depend directly and indirectly, respectively, from claim 1, which itself has been allowed, by definition claims 14-15 likewise should be deemed allowed over the cited prior art.

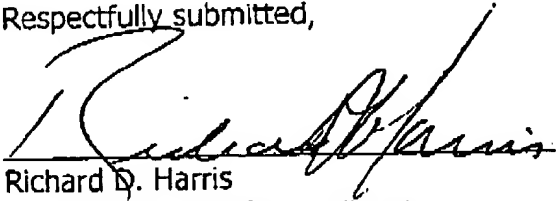
Inasmuch as, according to Applicant's understanding of the allowed status of independent claim 1, all of remaining dependent claims 2-21 should be deemed allowable and, in order to expedite the prosecution of the present application, Applicant is willing to cancel claim 22 if this will expedite passage of the application to allowance.

According, Applicant respectfully requests clarification of the aforementioned issues and that in the form of a written communication to Applicant's undersigned attorney and further respectfully requests that the period for response to such further communication be set as of the date of mailing of that future communication.

In the interim, should anything further be required, a telephone call to **OFFICIAL**  
Applicant's undersigned attorney at (312) 456-8400 is respectfully solicited.


Respectfully submitted,

Dated: August 15, 2003

  
Richard D. Harris  
One of Attorneys for Applicant

**CERTIFICATE OF FACSIMILE**

I hereby certify that this correspondence is being transmitted via telecopier to the attention of Examiner Ali A. Zamani, Art Unit 2674, Commissioner of Patents, on August 18, 2003, to fax number (703) 872-9314.

  
Douglas B. Teaney

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**TO** Examiner Ali A. Zamani, Art Unit 2674

**Company** U.S. PATENT AND TRADEMARK OFFICE - Commissioner of Patents

**Fax Number** (703) 872-9314

**Phone Number**

**FROM** Douglas B. Teaney

**File Number** 57690.010054

**Comments** Apln. No. 09/609,662, Filed June 30, 2000

**Date** August 18, 2003

**Time**

**No. Pages** Including this cover sheet 4

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